

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3146

March 9, 1998

RJR Account #649920  
Ms. T. Klimowski  
TRIIFOODS, INC.

**APRIL: DORAL B2G1F / PROMOTION #800211**

Dear Terri:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **43** skus of B2G1F Displays (Item #540665) to pack and ship this promotion to your participating retail accounts. (*Displays will be shipped to Bailey Ave. warehouse - call Angelo first for appointment @ (716) 853-7400*)

**Product PO #032398-2**

| DORAL<br>BRAND STYLE | B2G1F<br>UPC Code | #/ (6M) Cases<br>B2G1F |
|----------------------|-------------------|------------------------|
| Lt Men 100           | 12300-25190       | <u>1</u>               |
| Ult Lt 100           | 12300-25191       | <del>2</del> 3         |
| FF Box 100           | 12300-25192       | <del>2</del> 3         |
| Lt Box 100           | 12300-25193       | <del>2</del> 3         |

**Product / Premium Arrival:**

**March 23, 1998**

**Ship Date to Retail:**

**Week of: April 13, 1998**

**DISPLAY DETAIL (#540665)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

**IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.**

**SKU CUBE :**

**1.3080**

**SKU WT (w/o Product):**

**1.9200 lbs**

**Retail Sales Offer per Sku:**

**21 Offers**

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B2G1F'

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-2-  
B2G1F  
TRIPIFOODS, INC.

**Billing per Sku:**

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

**EFT \$ Amount:**

**\$1,840.75**

**State Breakdown:**

PA - 1 Cs. Lt Men 100 / 3 Cs. Each Ult Lt 100 / FF Box 100 / Lt Box 110 \$1,275.30

OH - 1 Cs. Each Ult Lt 100 / FF Box 100 / Lt Box 100

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP  
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**BRAND STYLES: DORAL LT MEN 100/ ULT LT 100/ FF BOX 100/ LT BOX 100**

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  - \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**

**(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$34.30 (2.45 (12M) case(s) @ \$14.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. M. Duszynski  
Tripifoods: L. Krawczyk

Enclosures:

- Customer List
- Wholesaler Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

TRIPIFOODS (#649920):

CIGARETTE DISPLAYS BY STATE

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| TRIPIFOODS                              |               |                                       |                   |    |    |    |    |    |  |
|---|---------------|---------------------------------------|-------------------|----|----|----|----|----|--|
| APRIL: DORAL B2G1F / PROMOTION #800211  |               |                                       |                   |    |    |    |    |    |  |
| RETAIL DISTRIBUTION DATE: WK OF 4/13/98 |               |                                       |                   |    |    |    |    |    |  |
| GROUP                                   | NO. OF STORES | DISPLAY UNITS TO SHIP TO EACH ACCOUNT | TOTAL #/ DISPLAYS | NJ | NY | OH | PA | WV |  |
| ERIE PETRO                              | 9             | SEE LIST                              | 14                |    |    |    | 14 |    |  |
| FARM FRESH                              | 5             | SEE LIST                              | 7                 |    |    | 1  |    | 6  |  |
| INDEPENDENTS (AND SMALL CHAINS)         | 14            | SEE LIST                              | 20                |    |    | 12 | 7  | 1  |  |
| TOTALS                                  | 28            |                                       | 41                | 0  | 0  | 13 | 21 | 7  |  |

# **RJ REYNOLDS**

TOBACCO COMPANY

March 6, 1998

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

## **STATE STAMPING**

TRIPIFOODS  
#649920

**DORAL B2G1F**

### **NUMBER OF PRE-SLEEVED B2G1F CARTONS TO STAMP BY STATE**

| <b><u>DORAL B2G1F</u></b><br><b><u>(6M)</u></b> | <b><u>NJ</u></b> | <b><u>NY</u></b> | <b><u>OH</u></b> | <b><u>PA</u></b> | <b><u>WV</u></b> |
|---|------------------|------------------|------------------|------------------|------------------|
| LT MEN 100                                      | 0                | 0                | 13               | 21               | 7                |
| ULT LT 100                                      | 0                | 0                | 26               | 42               | 14               |
| FF BOX 100                                      | 0                | 0                | 26               | 42               | 14               |
| LT BOX 100                                      | 0                | 0                | 26               | 42               | 14               |

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Wholesaler Packing Instructions  
April DORAL B2G1F

**WHOLESALE PACKING INSTRUCTIONS**

**VALUE ADDED PROMOTIONS**

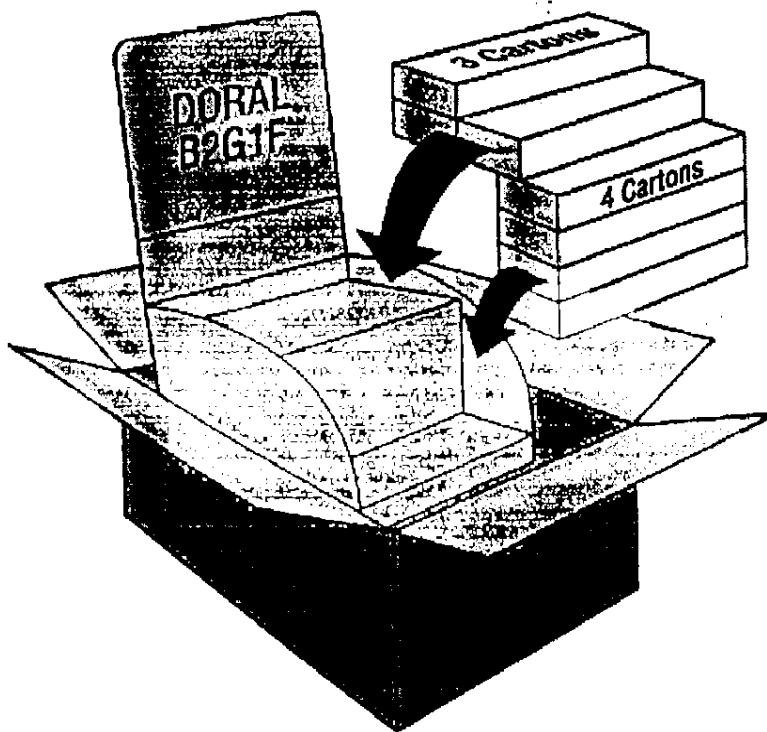
**2ND QTR. '98**

**April DORAL B2G1F**

*(Buy 2 Packs Get 1 Free—Pack Outlets)*

**STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540665 – Pack Outlets

Promotion Reporting Description: DOR APR B2G1F

| Brand Style       | LT MEN | ULT LT | FF BOX | LT BOX |  |  |
|-------------------|--------|--------|--------|--------|--|--|
|                   | 100    | 100    | 100    | 100    |  |  |
| Number of Cartons | 1      | 2      | 2      | 2      |  |  |

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**TRIPIFOODS / APRIL DORAL B2G1F PROMOTION #800211**
**RETAIL DISTRIBUTION DATE: APRIL 13, 1998**

| TRIP # | #  | DISPLAYS  | CHAIN-ID        | S/REP  | RJR#   | ACCOUNT NAME         | CITY         | ST | S/REP  | RJR#   |
|--------|----|-----------|-----------------|--------|--------|----------------------|--------------|----|--------|--------|
| 315    | 5  |           |                 | 173305 | 333775 | BILICIC COUNTRY MALL | GENEVA       | OH | 173305 | 333775 |
| 2173   | 1  |           |                 | 172907 | 797051 | QUICK CHECK FOODS    | SHREVE       | OH | 172907 | 797051 |
| 2174   | 1  |           |                 | 172907 | 797041 | QUICK CHECK FOODS    | KILLBUCK     | OH | 172907 | 797041 |
|        | 2  |           |                 | 173002 | 422910 | LIT'L MAC'S          | WARREN       | OH | 173002 | 422910 |
|        | 2  |           |                 | 173002 | 220177 | LITTLE MAC'S         | WARREN       | OH | 173002 | 220177 |
|        | 1  |           |                 | 173002 | 637080 | LITTLE MAC'S         | NILES        | OH | 173002 | 637080 |
| 429    | 1  |           |                 | 173804 | 535334 | WARRENSVILLE MARKET  | WILLIAMSPORT | PA | 173804 | 535334 |
| 2501   | 1  |           |                 | 173001 | 20329  | WAY 2 GO             | ERIE         | PA | 173001 | 20329  |
| 6912   | 1  |           |                 | 173205 | 278147 | FAMILY MART          | BUCKHANNON   | WV | 173205 | 278147 |
|        | 15 |           | Total           |        |        |                      |              |    |        |        |
| 277    | 1  | 0362-0101 |                 | 173807 | 419715 | GREEN HILLS SUNOCO   | READING      | PA | 173807 | 419715 |
|        | 1  |           | 0362-0101 Total |        |        |                      |              |    |        |        |
|        | 1  | 1234-0000 |                 | 172901 | 851571 | FARM FRESH 77        | RENO         | OH | 172901 | 851571 |
|        | 1  | 1234-0000 |                 | 172901 | 344972 | FARM FRESH #47       | WILLIAMSTOWN | WV | 172901 | 344972 |
|        | 3  | 1234-0000 |                 | 172901 | 345079 | FARM FRESH #4        | BELMONT      | WV | 172901 | 345079 |
|        | 1  | 1234-0000 |                 | 172901 | 345082 | FARM FRESH #66       | SAINT MARYS  | WV | 172901 | 345082 |
|        | 1  | 1234-0000 |                 | 172902 | 347561 | FARM FRESH #61       | RAVENSWOOD   | WV | 172902 | 347561 |
|        | 7  |           | 1234-0000 Total |        |        |                      |              |    |        |        |
| 4112   | 1  | 1866-0000 |                 | 173807 | 783086 | SHIPLEY STORE #12    | READING      | PA | 173807 | 783086 |
| 4113   | 1  | 1866-0000 |                 | 173802 | 783089 | SHIPLEY STORE #13    | YORK         | PA | 173802 | 783089 |
|        | 2  |           | 1866-0000 Total |        |        |                      |              |    |        |        |
| 4250   | 1  | 1892-0000 |                 | 173001 | 340674 | BORON OIL CITY       | OIL CITY     | PA | 173001 | 340674 |
| 4275   | 3  | 1892-0000 |                 | 173001 | 525493 | LAKEWOOD SHELL #3    | ERIE         | PA | 173001 | 525493 |
| 4276   | 1  | 1892-0000 |                 | 173001 | 168816 | HOLIDAY SHELL #2     | ERIE         | PA | 173001 | 168816 |
| 4277   | 1  | 1892-0000 |                 | 173001 | 85562  | UNOCAL 76 #6         | ERIE         | PA | 173001 | 85562  |
| 4278   | 1  | 1892-0000 |                 | 173001 | 540944 | FUEL STOP SHELL #1   | ERIE         | PA | 173001 | 540944 |
| 4280   | 3  | 1892-0000 |                 | 173001 | 596643 | HOLIDAY MART         | ERIE         | PA | 173001 | 596643 |
| 4288   | 1  | 1892-0000 |                 | 173001 | 674462 | EXIT 8 BP            | ERIE         | PA | 173001 | 674462 |
| 4290   | 2  | 1892-0000 |                 | 173001 | 699667 | STATELINE BP #90     | NORTH EAST   | PA | 173001 | 699667 |
| 4291   | 1  | 1892-0000 |                 | 173001 | 674464 | PEACH STREET SHELL   | ERIE         | PA | 173001 | 674464 |
|        | 14 |           | 1892-0000 Total |        |        |                      |              |    |        |        |

TRIPIFOODS / APRIL DORAL B2G1F PROMOTION #800211

RETAIL DISTRIBUTION DATE: APRIL 13, 1998

| RIPI # | DISPLAYS | CHAIN-ID        | S/REP  | RJR#   | ACCOUNT NAME         | CITY      | ST | S/REP  | RJR#   |
|--------|----------|-----------------|--------|--------|----------------------|-----------|----|--------|--------|
| 3623   | 1        | 3459-0000       | 173803 | 776251 | XTRA MART #1723      | PALMYRA   | PA | 173803 | 776251 |
| 3695   | 1        | 3459-0000       | 173804 | 545259 | CITGO XTRAMART #1795 | DUNCANNON | PA | 173804 | 545259 |
|        | 2        | 3459-0000 Total |        |        |                      |           |    |        |        |
|        | 41       | Grand Total     |        |        |                      |           |    |        |        |

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